# Appendix: Tailoring Tool to Increase Message Uptake & Trust

This tool summarizes how health departments can apply recommendations from Priority 5 to their own message development and tailoring efforts.

*Table 1. Tailoring Tool to Increase Message Uptake & Trust*

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| --- | --- | --- |
|  | **Action** | **Your response** |
| Message goal(s) | Describe the reason for or desired effect of messaging. |  |
| Initial message | Note the desired takeaway messages for audiences developed in [Priority 5 Activity 1](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity1), including how messages may need to be formatted according to government rules or best practices for addressing rumors, if applicable. |  |
| Intended audience | Briefly define the intended audience identified in [Priority 5 Activity 2](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity2) and any additional reasoning why this requires a tailored approach, if applicable (eg, circulating rumors is affecting this community). |  |
| Sources of information for intended audience | Consider what sources of information gathered in [Priority 5 Activity 2](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity2) may be consulted to aid tailoring: * What is the history of the health department with this community? What past lessons learned, including evaluation of past messaging campaigns conducted in [Priority 5 Activity 5](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity5), are known?
* How can health department staff contribute?
* Do partners who actively work with this audience have bandwidth to consult on message development?
* Are community members who are part of this audience willing to provide feedback on messages?
* Are there health department reports, peer-reviewed literature, or other data sources that can be referenced to better understand this audience?
 |  |
| Context for trust/distrust with public health & institutions | Answer these questions to help shape context:* How do you characterize the trust levels of this community?
* How have they engaged with the health department and greater public health efforts in the past?
* Are there barriers to building trust and context for lack of trust?
 |  |
| Additional traits, beliefs & motivations | Describe the audience’s values, attitudes, and goals that may facilitate or challenge messaging. |  |
| Preferred audience themes | Based on information above and advice from [Priority 5 Activity 2](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity2), what themes can messaging emphasize to increase trust in and effectiveness of messaging? |  |
| Preferred audience channels | Based on information above and advice from [Priority 5 Activity 3](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity3), what are the channels that may increase engagement with and uptake of messaging? |  |
| Preferred justification & citation | Based on information above and advice from [Priority 5 Activity 3](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity3), what trusted voices and/or sources would help promote trust and increase messaging effectiveness? |  |
| Other preferred formatting | Based on information above and advice from [Priority 5 Activity 4](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity4) and [Activity 5](https://centerforhealthsecurity.org/trust-checklist-priority-5#activity5), are there other considerations (eg, visuals, tone, evaluation mechanisms) to improve messaging reach and uptake? |  |
| Tailored message | Based on the above information, describe the plan for the tailored message, including content, channel(s), messenger(s), and other formatting. |  |